

ORDER



Orders

Order / Rev:	68633
Alt Order #:	9852712 /Brad
Product Desc:	DAVID FREED FOR AG
Estimate:	482
Flight Dates:	10/30/12 - 11/06/12
Original Date / Rev:	10/26/12 / 10/29/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Brabender Cox Mihalke
Buying Contact:	
Billing Contact:	
	1218 Grandview Avenue
	Pittsburgh, PA 15211

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Freed/R/Attorney General
Demographic:	A35+
Product Codes:	State Attorney General
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	69	\$30,700.00	\$26,095.00	November 2012	69	\$30,700.00	\$26,095.00	0.00
					Totals	69	\$30,700.00	\$26,095.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
WHP-TV CBS21		21%	\$30,700.00
Market		100%	\$146,190.48

Competitive Share		Share	Total
EHP		0%	\$0.00
UNKWN		3%	\$4,385.71
WGAL		37%	\$54,090.48
WHTM		28%	\$40,933.33
WLYH		1%	\$1,461.90
WPMT		10%	\$14,619.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	6	\$75.00	P-2	0.00	NM	6	\$450.00
N 2	WHP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/12	11/12/12	-T-----		1	\$75.00			0.00					
N 3	WHP	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		4	\$200.00			0.00					
N 4	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00

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Estimate: 482

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$325.00		0.00						
N 5	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		4	\$275.00		0.00						
N 6	WHP	10/30/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	6	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$175.00		0.00						
N 7	WHP	10/30/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	6	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$175.00		0.00						
N 8	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	6	\$200.00	P-2	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$200.00		0.00						
N 9	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$800.00		0.00						
N 10	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		6	\$325.00		0.00						
N 11	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		3	\$140.00		0.00						
N 12	WHP	11/05/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	M-----		1	\$2,250.00		0.00						
N 13	WHP	10/30/12	10/30/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-T-----		1	\$3,250.00		0.00						
N 14	WHP	10/31/12	10/31/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	--W----		1	\$3,000.00		0.00						
N 15	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	---T---		1	\$2,500.00		0.00						
N 16	WHP	11/02/12	11/02/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	----F--		1	\$1,350.00		0.00						
N 17	WHP	10/30/12	11/04/12	Sa-Su 6p-630p News Ro CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$140.00	P-2	0.00	NM	5	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----SS		2	\$140.00		0.00						

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N17	WHP	10/30/12	11/04/12	Sa-Su 6p-630p News Rd CM		6p-630p		:30	2	\$140.00	P-2	0.00	NM	5	\$855.00
Start Date 10/30/12 End Date 11/05/12 Weekdays -----SS Spots/Week 2 Rate \$140.00 Rating 0.00															
Spot 1 Ch WHP Date Range 10/30/12-11/05/12 Description Sa-Su 6p-630p News Rot Start/End Time 6p-630p Weekdays -----SaSu Length :30 Rate (\$140.00) Rating 0.00 Type NM															
See MG 17.3,17.4,17.5,17.6,17.7 [Program Change]															
2	WHP	10/30/12-11/05/12	Sa-Su 6p-630p News Rot		6p-630p										
See MG 17.3,17.4,17.5,17.6,17.7 [Program Change]															
3	WHP	11/03/12-11/03/12	SEC Prime Game			Various									
(M) MG for 17.2,20.1,17.1 [Approved by Buyer]															
4	WHP	10/30/12-11/02/12	M-F 6a-7a News		6a-7a										
(M) MG for 17.2,20.1,17.1 [Approved by Buyer]															
5	WHP	11/05/12-11/05/12	M-F 6a-7a News		6a-7a										
(M) MG for 17.2,20.1,17.1 [Approved by Buyer]															
6	WHP	10/30/12-11/02/12	M-F 5a-6a News		5a-6a										
(M) MG for 17.2,20.1,17.1 [Approved by Buyer]															
7	WHP	11/03/12-11/04/12	Sa-Su LF		1130p-130a										
(M) MG for 17.2,20.1,17.1 [Approved by Buyer]															
N18	WHP	11/03/12	11/03/12	CBS This Morning Satur CM		9a-11a									
Saturday Early Show															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$125.00 Rating 0.00															
N19	WHP	11/03/12	11/03/12	Sa 7p-730p	CM	7p-730p									
Sa 7p-730p															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$250.00 Rating 0.00															
N20	WHP	11/03/12	11/03/12	Sat Reg 2	CM	9p-10p									
Sat 9p-10p															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$575.00 Rating 0.00															
Spot 1 Ch WHP Date Range 10/30/12-11/05/12 Description Sat Reg 2 Start/End Time 9p-10p Weekdays -----Sa- Length :30 Rate (\$575.00) Rating 0.00 Type NM															
See MG 17.3,17.4,17.5,17.6,17.7 [Program Change]															
N21	WHP	11/04/12	11/04/12	CBS Sun Morning	CM	9a-1030a									
CBS Sun Morning															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$275.00 Rating 0.00															
N22	WHP	11/04/12	11/04/12	Sun Reg 1	CM	7p-8p									
Sun 7p-8p															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$1,800.00 Rating 0.00															
N23	WHP	11/04/12	11/04/12	Su 11p-1130p News	CM	11p-1130p									
CBS 21 News at 11p															
Start Date 10/30/12 End Date 11/05/12 Weekdays -----S- Spots/Week 1 Rate \$200.00 Rating 0.00															

Totals

69

\$30,700.00